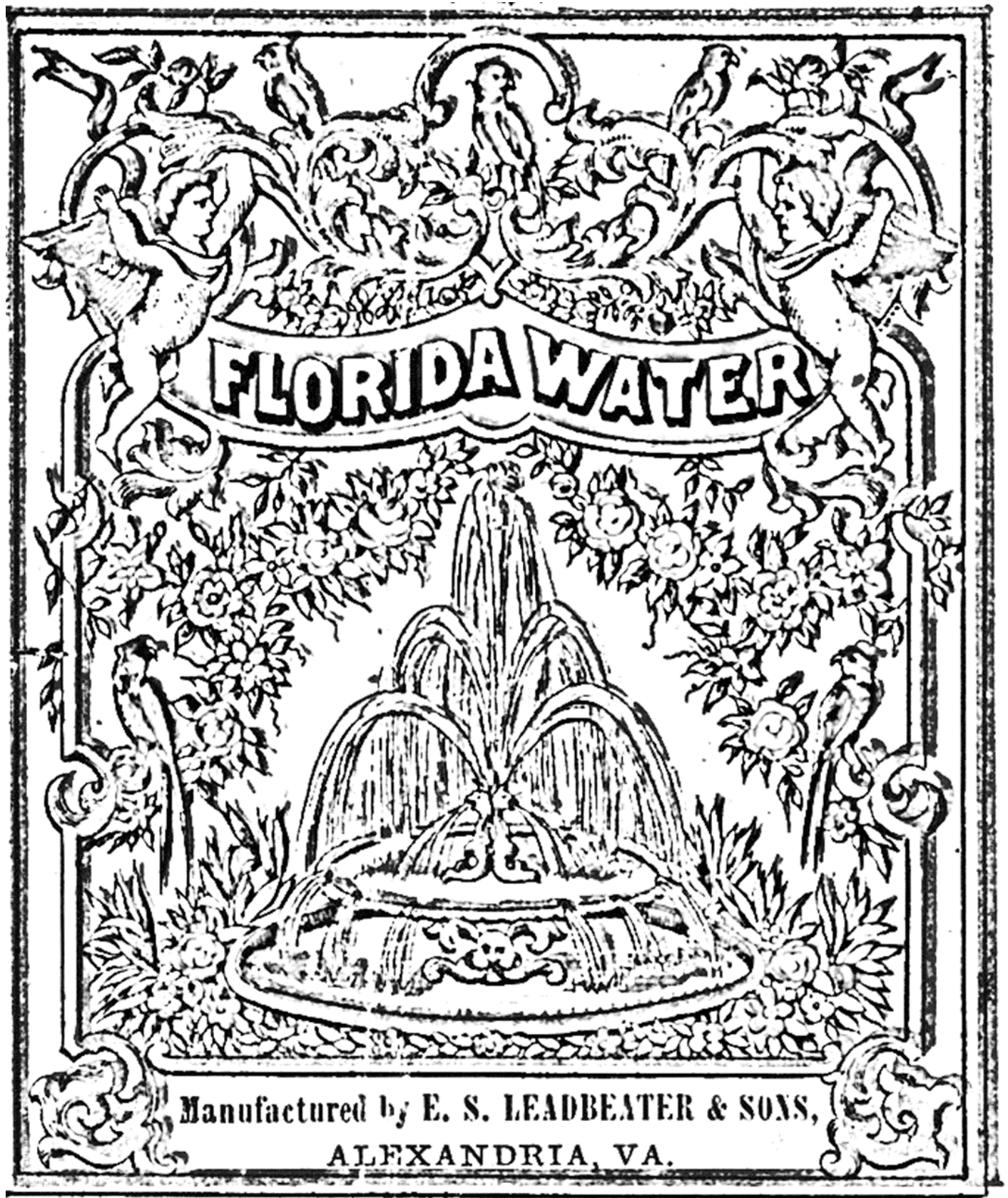


# Color this Label

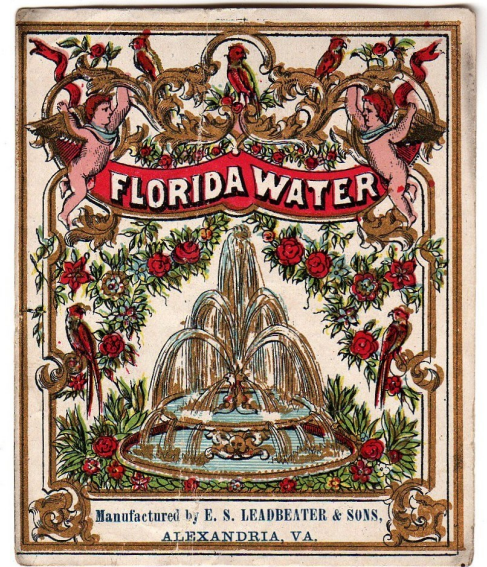
This is a late 19th/early 20th century Florida Water package label from the Stabler-Leadbeater Apothecary Museum's collection. Florida Water was used for everything from mouthwash to cologne to room scent.



Share your picture using #HistoricALX2U or email [historicalalexandria@alexandriava.gov](mailto:historicalalexandria@alexandriava.gov)

## Take it further!

This was a label for a product sold in the E.S. Leadbeater & Sons' store in Alexandria. The main image—the fountain in the center—was a **marketing technique**, something to convince you to buy the product. It represents the mythical Fountain of Youth, rumored to be in Florida, that made anyone who drank its water younger. Look at packages in your household. Can you find pictures or words on them that might be a **marketing technique**? Can you find or think of any product that uses the idea of staying young to get you to buy it?



Curious about the Fountain of Youth? Read about the real story in the [Smithsonian Magazine](#).

Want to explore more about businesses through time? Read old newspaper advertisements through the Library of Congress' [Chronicling America](#) newspaper catalogue.

1. Select state to show just Virginia.
2. Type "Florida Water" into the search bar and select "go."
3. Read the newspaper ads. What else did businesses sell besides Florida Water? What is the oldest mention of Florida Water you can find?

